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12 August 1977

MEMORANDUM FOR: DDA Exchange Senior Editors

FROM: [REDACTED]

Managing Editor

SUBJECT: July Issue Readership Telephone Survey
GS-09's & Below (3-8 August 1977)

1. (A-IUO) Response to the Reader Survey reflected a problem of distribution among the lower graded personnel of the Directorate. As a result, various actions have been taken by all concerned with DDA Exchange to increase circulation with the July issue. As follow-up to the effort, a random sampling, telephone survey of employees at the lower grade levels has been taken during the week of 3-8 August. The results of this telephone survey indicate that almost 50% of the lower graded personnel of the Directorate have never seen DDA Exchange.

2. (C) The telephone survey was based on an alphabetical listing provided by OP of all DDA careerists assigned to the Metropolitan area who are GS-09 or below or who are paid on an hourly rate that approximates those GS salary ranges. These lists totaled [REDACTED] names. In order to obtain a random sampling of approximately 50 employees, every 35th employee on the list was called and asked a series of questions. You will note from the summary page that only 41 of these 50 individuals responded due to vacations, training, hours of work, etc. The responses of the 41 were tabulated by Office and summarized for the Directorate.

3. (A-IUO) We believe that the opinion of 41 out of the several hundred represents a valid, albeit minimum, statistical sampling at the Directorate level that generally supports the conclusion that collectively we still have a Directorate distribution problem. However, because of the limited number of employees polled, it cannot be accepted as an equally valid statistical portrait of each Office. The relative size or proportion of lower graded personnel in some Offices, for example, resulted in a listing of only two or three names. Rather, the tabulation at the Office level should be considered only as an indication of direction for possible further detailed study.

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4. (A-IUO) If you have not already done so, you might want to initiate your own telephone survey similar to the one that [REDACTED] designed and implemented--applied to all or to a sampling of employees--to help you identify specific problem areas in your Office on which to focus future action efforts. For example, the comments noted by [REDACTED] lead to some general impressions on characteristics of employees who haven't or seldom see the magazine--

a. They are a small cadre or an individual located in another building which is physically separated from the main body of personnel in the Office. (The sometimes forgotten?)

b. They are one of a large unit of employees performing like tasks. (A hint here of treatment as a group rather than treatment as separate individuals.)

c. They are an organizational unit that handles Exchange as just another thing to read and places it routinely on the Reading Board. Assuming the Reading Board is circulated within the unit, this is one way of making the magazine available to all employees. The problem in this case is not ours--it is that of the reader who fails to take advantage of the opportunity. (You can lead a horse to water, but . . .)

5. (A-IUO) The telephone survey indicates that we still have a way to go to meet our objective of assuring that every DDA careerist in the Metropolitan area has the opportunity to read DDA Exchange. If you have any suggestions or experiences in circulation of the magazine that would be useful, please send them to us for collection and forwarding to the other Senior Editors. If you have any questions on the telephone survey that was taken, please call [REDACTED].

6. (A-IUO) We plan to take another survey in connection with the October issue and will, of course, share the results with you.

Attachment:

Telephone Survey Results

cc: DDA Exchange Associate Editors

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TOTAL DDA SUMMARY

NUMBER OF PEOPLE CALLED		50
TOTAL CONTACTED		41
# WHO HAVE SEEN JULY ISSUE		
16	=	36.6%
# WHO USUALLY SEE THE PUBLICATION		
21	=	51.2%
# WHO HAVE NEVER SEEN <u>DDA EXCHANGE</u>		
19	=	46.3%

NOTE: One individual from the Office of Security stated that he had seen the July issue, but he saw it in another office--he doesn't believe his Office is on distribution.

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OFFICE: Office of Communications - Summary

COPIES DISTRIBUTED TO OC

35 (Extras
sent for
this issue
only)

POLLED = 6 (9-3 unavailable)

WHO HAVE SEEN JULY ISSUE

1 = 16.7%

WHO USUALLY SEE THE PUBLICATION

2 = 33.3%

WHO HAVE NEVER SEEN DDA EXCHANGE

4 = 66.7%

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OFFICE: Office of Data Processing - Summary

COPIES DISTRIBUTED TO ODP: 65

Polled = 2 (3 - 1 unavailable)

WHO HAVE SEEN JULY ISSUE

0 = 0%

WHO USUALLY SEE THE PUBLICATION

1 = 50%

WHO HAVE NEVER SEEN DDA EXCHANGE

1 = 50%

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OFFICE: Office of Finance - Summary

COPIES DISTRIBUTED TO OF 40

Polled = 3

WHO HAVE SEEN JULY ISSUE

2 = 66-2/3%

WHO USUALLY SEE THE PUBLICATION

2 = 66-2/3%

WHO HAVE NEVER SEEN DDA EXCHANGE

1 = 33-1/3%

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OFFICE: Office of Logistics

COPIES DISTRIBUTED TO OL 40

POLLED = 6 (4 salaried and 2 hourlies)

WHO HAVE SEEN JULY ISSUE

3 = 50%

WHO USUALLY SEE PUBLICATION

3 = 50%

WHO HAVE NEVER SEEN DDA EXCHANGE

3 = 50%

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OFFICE: Office of Medical Services - Summary

COPIES DISTRIBUTED TO OMS - 30

Polled = 2

WHO HAVE SEEN JULY ISSUE

1 = 50%

WHO USUALLY SEE THE PUBLICATION

1 = 50%

WHO HAVE NEVER SEEN DDA EXCHANGE

1 = 50%

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OFFICE: Office of Personnel

COPIES DISTRIBUTED TO OP 60

Polled = 2

WHO HAVE SEEN JULY ISSUE

2 = 100%

WHO USUALLY SEE THE PUBLICATION

2 = 100%

WHO HAVE NEVER SEEN DDA EXCHANGE

0 = 0%

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DOWNGRADED TO A-IUO WHEN SEPARATED FROM MEMO

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OFFICE: Office of Security

COPIES DISTRIBUTED TO OS

57

Polled = 8

WHO HAVE SEEN JULY ISSUE

3

=

37.5%

WHO USUALLY SEE THE PUBLICATION

3

=

37.5%

WHO HAVE NEVER SEEN DDA EXCHANGE

4*

=

50%

*One individual saw the July issue in another office--doesn't believe his own office is on distribution.

DOWNGRADED TO A-IUO WHEN SEPARATED FROM MEMO.

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OFFICE: Office of Training

COPIES DISTRIBUTED TO OTR

65

Polled = 2 (5 - 3 Instructors not cleared)

WHO HAVE SEEN JULY ISSUE

1	=	50%
---	---	-----

WHO USUALLY SEE THE PUBLICATION

1	=	50%
---	---	-----

WHO HAVE NEVER SEEN DDA EXCHANGE

1*	=	50%
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*Employee admitted it may be her fault since she is a part time employee and does not have the time to read the reading board. I checked and the Exchange is indeed filed on that reading board.

DOWNGRADED TO A-IUO WHEN SEPARATED FROM MEMO.

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OFFICE: O/DDA

COPIES DISTRIBUTED TO O/DDA 33

Polled = 4

WHO HAVE SEEN JULY ISSUE

3 = 75%

WHO USUALLY SEE THE PUBLICATION

3 = 75%

WHO HAVE NEVER SEEN DDA EXCHANGE

1 = 25%

NOTE: I checked with ISAS as it was one of their branches where the employee had not seen Exchange. Janet reported that a copy is normally sent to that Branch and she would make sure the employee is aware that the magazine is for ALL employees.

DOWNGRADED TO A-IUO WHEN SEPARATED FROM MEMO.

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OFFICE: DDA careerists assigned outside the
Directorate

POLLED = 6 (7-1 unavailable)

WHO HAVE SEEN JULY ISSUE

0	=	0%
---	---	----

WHO USUALLY SEE THE PUBLICATION

3	=	50%
---	---	-----

WHO HAVE NEVER SEEN DDA EXCHANGE

3	=	50%
---	---	-----

DOWNGRADED TO A-IUO WHEN SEPARATED FROM MEMO.

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OFFICE OC (3 August 77)

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Have you seen the July 1977 issue of <u>DDA Exchange</u> ?	Do you remember when you saw it? (a day ago? a week ago?)	Was it routed to you by name or, instead, to your Divi- sion, Branch or Section?	How many other people were on routing for the same copy?	Have you seen pre- vious issues?	Do you recall seeing one, two, or sev- eral (6 possible)?
--	--	---	---	---	---

INDIVIDUAL POLLED

1	(On leave to 8/15)				
2	(Left message--no return call from WTC/B--in training class)				
3 (Cable Sec)	No	--	--	--	No--never seen
4	Permanent mids				
5	No		Section	10	Yes 3
6 (Cable Sec)	No	--	--	--	No--never seen
7 (Cable Sec)	Yes	week	Branch	100!	Yes All
8 (Signal Center)	No	--	--	--	No--never seen
9	No	--	--	--	No--never seen

*Copy sent

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DOWNGRADED TO: A-IUO WHEN SEPARATED FROM MEMO.

ROUTING AND RECORD SHEET

SUBJECT: (Optional)

JULY ISSUE READERSHIP TELEPHONE
SURVEY (GS-09's & BELOW - 3 THRU 8 AUG 77)

FROM:

DDA/M&AS
7C18, HQS.

EXTENSION

NO.

DATE

11 AUGUST 1977

STATOTH

TO: (Officer designation, room number, and building)

DATE

RECEIVED

FORWARDED

OFFICER'S
INITIALS

COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

13.

14.

15.

Just a reminder--articles
for the October issue of
DDA Exchange should be sub-
mitted to M&AS on or
before 2 September 1977.

Copies sent to each
Senior Editor (with his/her
Office summary sheet and
overall summary along with
all Office survey sheets)

Copies sent to each
Associate Editor (with
all summaries and survey
sheets)